

**Survey of SocMon-Related Sites
(Sites Conducting Socioeconomic Monitoring related to the Global
Socioeconomic Monitoring Initiative)**

1. Your name and e-mail address:

Steven Lutz, stevenlutzmail@yahoo.com

2. Title of the socioeconomic monitoring or assessment:

Southern California Fisheries Project (USCFISH)

3. Location:

Southern California, U.S.A.

4. The general objectives of why you did the socioeconomic monitoring (please underline those that apply):

Determine value/significance of the resources

Assess management effectiveness/ community benefits and impacts of management strategies

Adapt management strategies to local context

Identify threats and pressures

Facilitate stakeholder participation

Establish baseline of socioeconomic information

5. Topics addressed in your socioeconomic monitoring (please underline those that apply):

Marine protected areas

Alternative livelihoods

Resource use conflicts

Economic valuation (market or non-market)

Stakeholder participation in management

Tourism issues

Fisheries issues

Traditional uses

Land-based threats

Historic/cultural resources

Poverty alleviation

Local perceptions of management

6. Management question(s) you were addressing:

This project aimed to systematically understand the economic health, dynamics, and importance of the commercial and recreational fisheries of Southern California with an emphasis on the California Market Squid Fishery.

7. Socioeconomic indicators you assessed:

Historic & demographic information

Boat, permit, & vessel operation information
Annual costs
Variable costs
Fishing trip information

8. Methods you used (e.g. household interviews, key informant interviews, etc):

Review of existing fishery information
Socioeconomic surveys
Key informant interviews
Participant observation

9. Total cost of the study (optional):

NA

10. Time it took to conduct:

1.5 years (January 2000 - August 2001)

11. Number of people on the study team:

3

12. How the coastal managers and other stakeholders were engaged in planning, implementation and reporting results:

Project solicited and acquired political support (from California State Assembly Member Alan Lowenthal) and industry support (from the Southern California Commercial Fisherman's Association (SCCFA)) (see attached P5).
Project staff attended all relevant State and Federal marine management meetings.
Project held fisheries information workshops with fishing industry and management (see attached P1 - 4).

13. *The most important results, particularly unexpected findings:

San Pedro purse seine fishing industry should be considered as a viable fishing community (21 vessels support 172 local households, 431 family members (crew & captains).
San Pedro is a major center for the harvest and landing of Californian wetfish (including market squid, Pacific sardine, salmon, jack mackerel, northern anchovy, and tuna).
San Pedro has a documented history as a fishing community.

14. * How the socioeconomic information has been used to improve coastal management. Please be specific. This information is particularly important because it will be used to demonstrate to potential users and donor organizations the benefits of conduct socioeconomic monitoring.

A targeted white paper was produced which was utilized as background material and support for legislation calling for the implementation of a conservation and management plan for the California market squid fishery. Showed economic and traditional importance

The paper was titled 'Socio-Economic Study of the San Pedro Historic Purse Seine Fleet' (authors: Lutz, S. and L. Pendleton).
The legislation, know as the Sher / Lowenthal Bill (SB 209) was passed by the State of California in 2001 and can be found at: <http://www.leginfo.ca.gov/pub/01-02/bill/sen/sb_0201-0250/sb_209_bill_20010920_chaptered.html>.
The Draft Market Squid Fishery Management Plan can be found at:
<<http://www.dfg.ca.gov/mrd/msfmp/>>.
Project documents are also cited in the Draft Market Squid Fishery Management Plan (see attached P10).

15. Lead contact for further information (name, role in the socioeconomic monitoring, organization, contact e-mail & phone):

Linwood Pendleton, Ph.D. (Principal Investigator)
Wrigley Institute
University of Southern California
3616 Trousdale Parkway, Building AHF 232
Los Angeles, CA 90089-0371
Email: <wies@wrigley.usc.edu>, Tel: 213 740 6780

16. Website for the project and/or socioeconomic study:

<http://www.usc.edu/dept/economics/usclace/uscfish/>

Index for attached:

P1 & P2. San Pedro Fisheries Information Workshop, California State Assemblyman Alan Lowenthal and USCFISH representatives (Dr. Linwood Pendleton and Steven Lutz) address the Southern California Commercial Fisherman's Association (SCCFA), April 22, 2001, Canetti's, San Pedro.

In P1: Assemblyman Alan Lowenthal in white baseball cap.

In P2: Orlando Amoroso, President SCCFA, standing.

P3 & P4. Catalina Island Fisheries Information Workshop (Independent Academic and NGO partnerships & West Coast West Coast Fisheries Data Needs), January 27 & 28, 2001, USC/Wrigley Institute, Catalina Island.

Workshop Participants (from left to right) - Back Row: Dr. Vernon Leeworthy (NOAA), Dave Colpo (PSMFC), Dr. Sam Herrick (NMFS), Steve Wertz (CDFG), Dr. D. Cai (USCFISH), Middle Row: Dr. Linwood Pendleton (USCFISH), Dr. John Hunter (NMFS), Christopher Fanning (NMFS), Front Row: Steven Lutz (USCFISH).

P5. Political & industry & support letters (PDF)

P6. San Pedro Pride & Fiore D' Mare, San Pedro, Ca.

P7. Anchovy Fishing off Palos Verdes, California.

P8. Captain Peter Fiore and a couple crewmembers of the "Fiore D' Mare" (a 71 foot purse seine vessel).

P9. California State Assembly Member Alan Lownthal and USCFISH Project manager Steven Lutz. San Pedro Open House, May 3, 2001

P10. Literature cited for the Market Squid Fishery Management Plan (MSFMP).